

PROMISES MADE.
PROMISES KEPT.

Haley Barbour
MISSISSIPPI'S GOVERNOR

Barbour



*In 2003, Haley Barbour ran for Governor because
“We Can Do Better”*



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Looking Back:

Under the previous Administration, Mississippi had gotten off on the wrong track and contributed to:

- Loss of Jobs
- Lawsuit Abuse
- Financial Crisis

Looking Back: Loss of Jobs

In the four years before Haley Barbour became Governor:

- Mississippi suffered a net loss of 38,300 jobs
- Mississippi lost a higher percentage of our manufacturing jobs than any other state in the entire country. Mississippi suffered a net loss of 49,700 of our highest paying jobs – a 22% decline in manufacturing employment.

Why were we hemorrhaging jobs?

- For three straight years, the U.S. Chamber of Commerce ranked Mississippi worst in the nation for lawsuit abuse. Every small business was one lawsuit away from bankruptcy.
- Workforce training was not a state government priority. More than \$42 million of job training money available from the federal government went unspent because the state was not managing the workforce training programs properly. During the previous Administration, the budget for our community colleges, which are our principal workforce training institutions, was cut 16%.

Why were we hemorrhaging jobs?

- In four years, Mississippi went from the best financial condition in our state's history to a more than \$700 million budget hole. The budget mess left many people saying that there was no alternative but a tax increase.
- A lack of focus on regional economic development and a one-size-fits-all approach in our economic development incentives and programs.

Haley's Plan: Promises Made...Promises Kept

When Haley Barbour ran for Governor, he offered a new path for Mississippi. “Haley’s Plan” was needed because in the prior four years, Mississippi had gotten off on the wrong track. “Haley’s Plan” identified problems and offered specific solutions for:

- Creating More and Better Jobs
- Improving Education
- A Healthy Mississippi
- Safer Communities
- Stronger Families

Haley's Plan: Job Creation Summit



Frederick W. Smith
*Founder and Chairman of
Federal Express*

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Haley's Plan: Job Creation Summit

Three consensus priorities:

- Comprehensive tort reform to end lawsuit abuse
- Reform workforce development and job training
- Get to structural balance of budget without raising taxes

Haley's Plan: Reform our job training systems

- The Legislature approved the Governor's plan to completely overhaul our state job training system under the reformed Department of Employment Security. We are no longer leaving available federal resources on the table and our job training programs are better aligned with what the private sector needs. In its first year, the number of clients the reorganized department placed in jobs increased by 35% over the previous year. The next year, the increase was 56%.

Haley's Plan: Reform our job training systems

- The state workforce training budget was doubled over two years and a new, stable funding source was created without raising taxes.
- The Legislature approved the Governor's proposal to reform the unemployment tax system to provide dedicated funding to workforce training while cutting state payroll taxes by 25%.

Haley's Plan: Enact real, comprehensive tort reform

- Haley and the Legislature enacted what the Wall Street Journal called the most comprehensive tort reform legislation in the country.
- After tort reform medical liability rates fell, including a 5% rebate plus a 10% rate reduction by the state's largest medical liability insurer. General liability rates also went down, as did automobile insurance rates. More than 50 new insurance programs entered our state. Tort reform created more competition, more affordable insurance, and created jobs by reducing unnecessary costs for small businesses.
- Medical liability cases against Mississippi doctors dropped by nearly 90%.

Haley's Plan: Balance the budget without raising taxes

- In 2½ years, Mississippi went from a \$700 million budget hole to a surplus of \$70 million at the end of fiscal year 2006.
- Working together, the Legislature and Governor Barbour got control of state spending by reforming programs such as Medicaid and the prison system. In the last fiscal year (FY 06), state spending grew by less than 1% while state revenues increased by more than 10%.

Haley's Plan: Balance the budget without raising taxes

- In the current fiscal year (FY 07), Mississippi will begin to rebuild our rainy day fund by setting aside 2% of state revenues for the first time in years.
- In 2005, for the first time since 1987, our state paid off more debt than was issued, so our bonded indebtedness actually went down. This will provide financial relief to our kids and grandkids.
- State government is running more efficiently. For example, the Mississippi Development Authority is working more prospects than ever, even with an 11% smaller staff.

Haley's Plan: Realign our Economic Development Programs

- Haley created Momentum Mississippi, a group of business, education, and government leaders from every area of the state dedicated to planning for long-term economic development.
- In a Special Session, the Legislature approved Momentum Mississippi's first set of recommendations, which realigned our economic development incentives to match the growth sectors of the economy and to provide incentives for higher paying jobs.
- The new programs have proved valuable in recruiting new business and expansions of companies already doing business in Mississippi.

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The Results of Haley's Plan?

More people are working in higher paying jobs

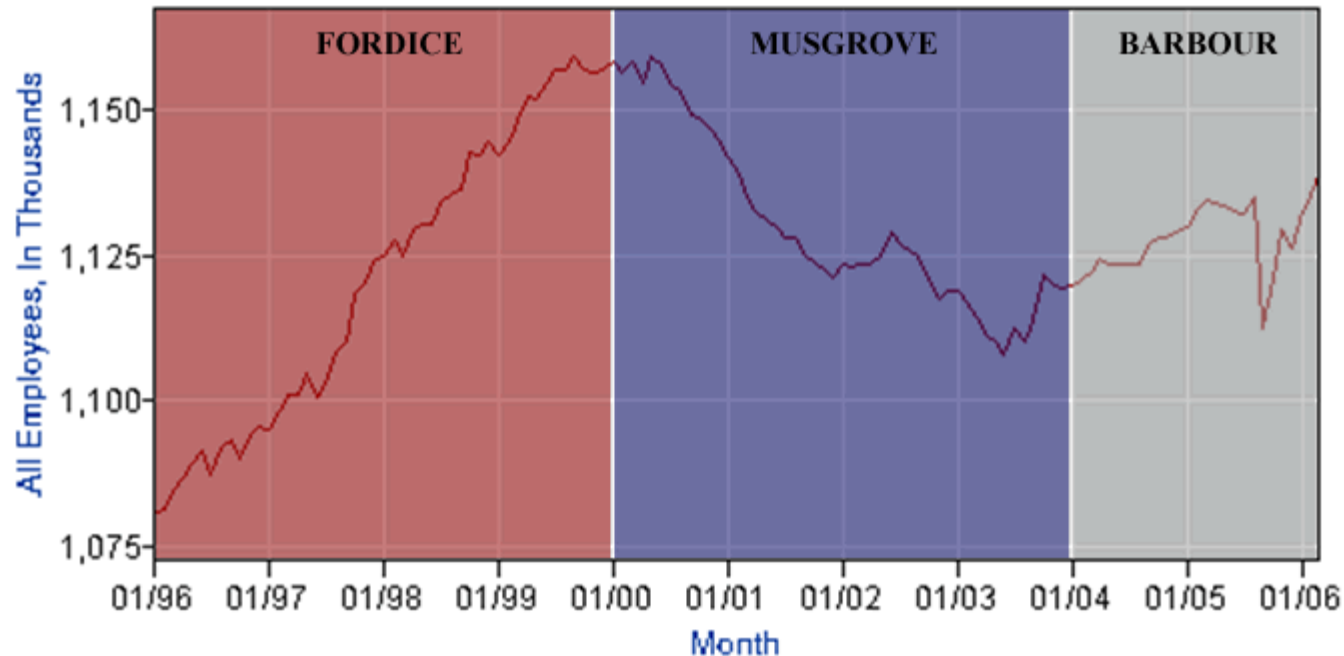
- Despite enduring the worst natural disaster in American history, nearly 20,000 more Mississippians are working today than when Haley began his term. Statewide employment returned to pre-Katrina levels within six months, even though 70,000 people lost their jobs.
- The free-fall loss of manufacturing jobs has been stopped and manufacturing employment has actually increased over the last 2½ years.

The Results of Haley's Plan?
More people are working in higher paying jobs

- For the first time since 1929, Mississippi is not last in the country in per capita personal income.
- In 2004, personal income grew at the fastest rate since 1998 and it grew by another 4% in 2005. Personal income was up a combined 10.1% in those two years.

Mississippi Employment

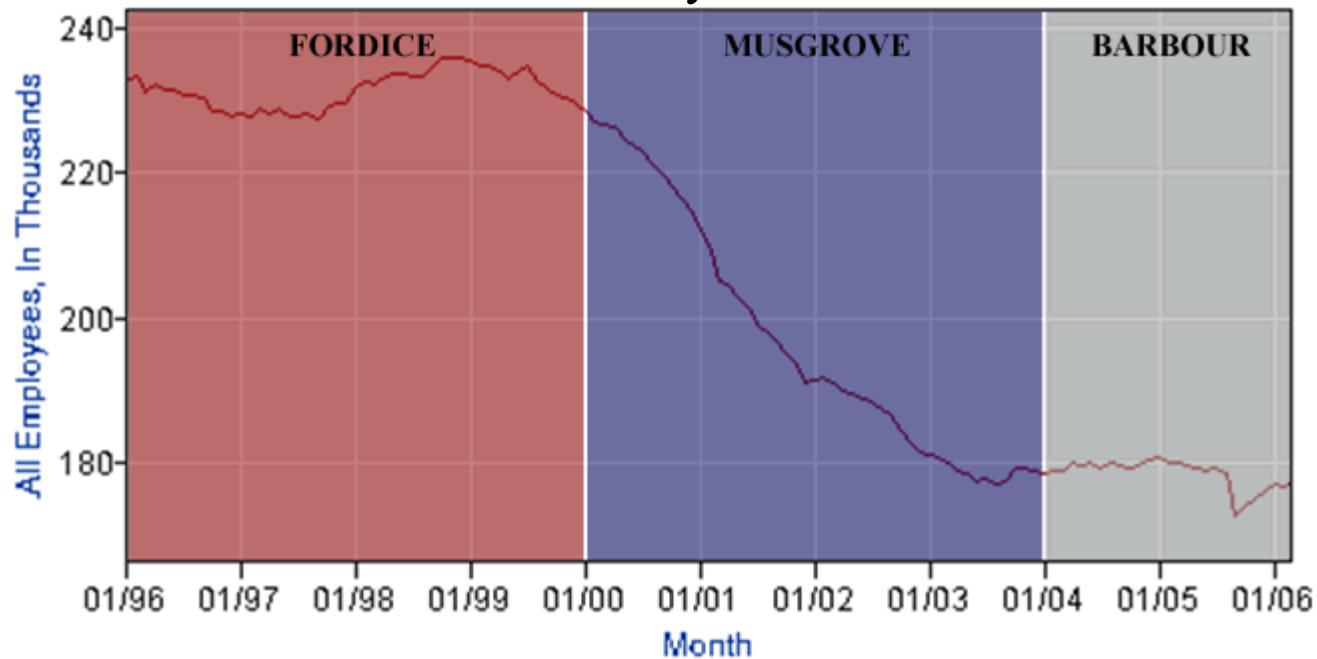
20,000 net new jobs during Barbour administration despite Katrina



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Mississippi Manufacturing Jobs

Stable after four years of decline



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education

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Improving Education: Promises Made...Promises Kept

In the four years before Haley Barbour became Governor:

- There was a lack of focus on lifelong learning. K-12 spending increased, but at the expense of community colleges and universities. During the Musgrove Administration, the community colleges' budget was cut \$32 million (16%) and the universities budget was cut \$45 million (7%).

Improving Education: Promises Made...Promises Kept

Politicians' commitment to education was only measured by how much money they were willing to spend. Increasing funding is important, but we also have to get better results for the money we spend. The discussion of how to improve our public schools was focused just on money, not fundamentals.

Haley's Plan: Improve Education

- In 2006 the Legislature overwhelmingly approved the proposals first set out in “Haley’s Plan” and refined through a collaborative, participatory process which included more than 250 classroom teachers to focus on the fundamentals of improving student achievement. The result was the “UpGrade” Education reform package.
- The Legislature approved Haley’s plan to encourage innovation at the local level by granting “Home Rule” to all districts and liberating successful schools from State Department of Education paperwork.

Haley's Plan: Improve Education

- The Legislature approved part of Haley's plan to UpGrade school discipline by authorizing financial rewards for teachers who serve as mentors to other middle school teachers.
- The Legislature approved much of Haley's plan to recruit and retain teachers by allowing automatic certification of any teacher meeting the federal No Child Left Behind "highly qualified teacher" definition; authorizing a plan to pay teachers based on performance; authorizing higher pay for teachers in hard to staff subjects and districts; and expanding alternative certification programs.

Haley's Plan: Improve Education

- The Legislature approved Haley's plan to redesign our high schools by creating the Mississippi Virtual Public school; expanding dual credit and dual enrollment programs; and requiring access to AP courses.

Haley's Plan: Improve Education

- Governor Barbour worked with the Legislature to set a focus on Mississippi's unacceptably high dropout rate by creating an Associate State Superintendent level position for dropout prevention.
- To improve early childhood education, Haley directed the Department of Human Services to implement a "quality rating system" that incents private childcare providers to provide educational content in their programs. DHS will begin implementing this system this summer.

The Results of Haley's Plan?

Providing more resources, seeking better results for the money.

- In the current school year, for the first time, local school leaders will be free to make innovative decisions about how to run their schools without checking with officials in Jackson first.
- Next school year, for the first time, every student will have the opportunity to earn college credit in high school.
- For the first time, Mississippi is honestly acknowledging our 40% dropout rate and is implementing plans to address it.

The Results of Haley's Plan?
Providing more resources, seeking better results for the money.

- In the upcoming 2006-2007 school year, teachers will be making an average of 30% more than they were six years ago, after two consecutive 8% increases in teacher pay during the Barbour Administration.
- For the first time, the state will direct resources through private child care providers to help our children get ready to learn by kindergarten.

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The Results of Haley's Plan?
Providing more resources, seeking better results for the money.

- In the 2006-2007 school year, per student spending in our public schools will be approximately \$7,800, a 22% increase during the Barbour Administration.
- Since Haley has been Governor, state support for our K-12 school districts through the Mississippi Adequate Education Program has increased \$323 million, or 19%.

The Results of Haley's Plan?

Providing more resources, seeking better results for the money.

- Under Governor Barbour's leadership, the Legislature restored the funding cuts our universities and communities suffered during the previous Administration. Support for Community Colleges has increased \$50 million, or 29%, including a doubling of state support for workforce training. Support for universities has increased \$93 million, or 15%.



safer communities

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safer communities

Safer Communities: Promises Made...Promises Kept

Before Haley Barbour became Governor:

- State leadership was not focused on stopping the crime epidemic caused by drugs. The budget for drug enforcement was cut 41%, even though nearly 80% of crime is drug related.

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Safer Communities: Promises Made...Promises Kept

Before Haley Barbour became Governor:

- The Department of Corrections' budget was increasing at an unsustainable rate, putting pressure on the prison system to release inmates who need to be in jail. The previous Administration did not adequately use private and regional jails to control costs.

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Haley's Plan: Safer Communities

We are giving law enforcement more resources to fight drug crime while putting criminals behind bars.

- The Legislature approved Governor Barbour's plan to reorganize the Bureau of Narcotics within the Department of Public Safety to better coordinate state law enforcement efforts and to better support local law enforcement. In the first year, drug arrests by the new Department of Public Safety increased 73%.
- After being cut 41% in the Musgrove Administration, the drug enforcement budget has increased 20% in the first three years of the Barbour Administration.

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Haley's Plan: Safer Communities

We are giving law enforcement more resources to fight drug crime while putting criminals behind bars.

- Governor Barbour signed legislation giving prosecutors and law enforcement new tools in the fight against drugs. Basic ingredients for crystal meth must now be kept behind the pharmacist's counter and anyone who puts a child in an area where drugs are manufactured or sold can now be charged with a felony.
- Sex offenders now have to re-register face-to-face every 90 days. This has helped Mississippi have one of the lowest non-compliance rates in the country for sex offenders.

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Haley's Plan: Safer Communities

We are giving law enforcement more resources to fight drug crime while putting criminals behind bars.

- Under Governor Barbour, the Highway Patrol put more law enforcement on the road, including 43 new troopers. Another Highway Patrol School has already begun.
- Governor Barbour signed into law the largest pay raise for state troopers in Highway Patrol history.

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Haley's Plan: Safer Communities

We are giving law enforcement more resources to fight drug crime while putting criminals behind bars.

- There is no reason taxpayers should have to pay first-class hotel rates when we incarcerate dangerous criminals. Under Governor Barbour's leadership, the Department of Corrections has streamlined its workforce; shut down inefficient, out-of-date units at Parchman; reopened the private prison in Greenwood; and maximized the use of county-owned regional jails. These reforms have saved taxpayers millions of dollars.

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Dr. Barrett

Dean, Thomas
Hospital Center

healthy mississippi

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A Healthy Mississippi: Promises Made...Promises Kept

In the four years before Haley Barbour became Governor:

- There was a health care crisis in Mississippi and it was caused by lawsuit abuse. Frivolous lawsuits increased the cost of health care and caused doctors to leave the state and hospitals to lose insurance. Obstetric wards were closing and neurosurgeons had stopped performing emergency surgery.

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A Healthy Mississippi: Promises Made...Promises Kept

In the four years before Haley Barbour became Governor:

- The cost of Medicaid, the program through which taxpayers provide health care for some 25% of all Mississippians, had nearly doubled. The unsustainable increases in the cost of Medicaid threatened the solvency of the program upon which so many rely and was sucking money away from other priorities such as education and law enforcement.

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Haley's Plan: A Healthy Mississippi

We are keeping our doctors and taking care of the truly needy with a financially solvent Medicaid program.

- The Governor worked with the Legislature to enact what the Wall Street Journal called the most comprehensive tort reform legislation in the country to end lawsuit abuse. After tort reform, the largest insurer of doctors in the state cut their rates for the first time in years and began writing new policies, the biggest health care insurer in the state cut their rates, and new insurance providers entered Mississippi.

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Haley's Plan: A Healthy Mississippi

We are keeping our doctors and taking care of the truly needy with a financially solvent Medicaid program.

- Under Governor Barbour, Medicaid is now checking people's eligibility face-to-face. Since Governor Barbour took office, the Medicaid rolls have decreased to less than 600,000.
- Mississippi Medicaid spending dropped nearly \$250 million in fiscal year 2006.

Haley's Plan: A Healthy Mississippi

We are keeping our doctors and taking care of the truly needy with a financially solvent Medicaid program.

- The federal Medicare Part D prescription drug program has saved Medicaid money, Further, Medicaid has changed its prescription drug program to better utilize generic drugs instead of more expensive brand name drugs. When Haley took office, about 40% of the drugs prescribed by Medicaid were generic; now almost 60% of the drugs prescribed are generic. In the last year, the cost of prescription drugs in the Medicaid program has dropped 32%, saving taxpayers millions of dollars.

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Haley's Plan: A Healthy Mississippi

We are keeping our doctors and taking care of the truly needy with a financially solvent Medicaid program.

- When health problems are detected early, it is easier for them to be treated. Under Governor Barbour, Medicaid is offering a free annual physical examination to every Medicaid beneficiary to check them for diabetes, high blood pressure, and to make sure they're taking the right medications.
- Working with healthcare groups and faith-based organizations the Governor launched a "Healthy Mississippi Initiative" to educate people about how to improve their health.

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stronger families

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Team Carls

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Building Stronger Families: Promises Made...Promises Kept

- After Governor Barbour signed into law seven new pro-life laws, Americans United for Life, a national right-to-life organization, named Mississippi the safest place in the nation for an unborn child. One of these measures is a “conscience exception” bill which allows health care providers to opt out of performing abortions without fear of retribution.
- Enacted a \$2,500 adoption tax credit.

***Building Stronger Families:
Promises Made...Promises Kept***

- The Legislature enacted the Barbour Administration's proposals to reform our state's foster care system to improve the program which serves more than 3000 of Mississippi's most vulnerable children and families, including adding direct care workers and increasing their salaries.



Join the team

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Promote the Governor's Agenda

How can YOU help?

- Provide lists of influential community leaders
- Provide email addresses
- Communicating the Governor's agenda
- MRP voter registration project
- We will follow up in the next few weeks with further detailed information on HOW YOU CAN HELP for all registered attendees.

Focus on Lists

GOAL: Provide Five Influential
Community Leaders for each Coalition

- Teachers
- Business Leaders
- Sportsmen
- Civic Clubs
- Professional leaders (Attorneys, Accountants, Physicians, etc.)
- Church leaders
- Veterans
- Political Fundraisers

Email Addresses

GOAL: Provide 20 current email addresses of activists or voters

- Provide email lists of interested individuals to promote the Governor's agenda.
- The fastest and most effective way to communicate our message is through email
- The media does not always report the facts...Help Haley get the facts out!!!
- Please send email names and addresses to **tjharvey@haleybarbour.com**

Communications

GOAL: Effectively promoting Haley's agenda

- Conversation
- Write a letter to the editor
- Talk about Haley's agenda with your friends, co-workers, neighbors and others
- Talk about the facts of a specific issue promoted by the Governor
- Sample letters and talking points are available for your use.
- Great way to promote Haley's agenda
- Call talk radio

Voter Registration Project

GOAL: Work with the MRP to register new voters

- Katrina Impact
- MRP Prospect Lists
- Easiest way to target new voters!
- New Residents and/or Neighbors
- Go door-to-door or mail them a registration form!
- Call to follow up and make sure they registered!
- Events – Festivals, Fish Fries, etc.
- Tables – set up at retail locations county-wide
- Coordinate with your County Chairman

A portrait of Haley Barbour, the Governor of Mississippi, and a man standing in front of the United States and Mississippi state flags. Haley Barbour is on the left, smiling, wearing a dark suit and white shirt. The man is on the right, also smiling, wearing a dark suit, white shirt, and a red patterned tie. The text "PROMISES MADE. PROMISES KEPT." is overlaid in white serif font across the center of the image.

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